



**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**

AGENDA

Tuesday, October 12, 2021, at 3:00 P.M.

Pursuant to Executive Order N-29-20, this meeting will be conducted by teleconference and there will be no in-person public access to the meeting location. To view, listen, participate in the meeting live, please use the following link:

<https://us02web.zoom.us/j/86865765177?pwd=UU1qU0hnZnlqbFREMfh3UGhILOZZUT09>

Meeting ID: 868 6576 5177 Passcode: 240907 Tel: (669) 900 6833

Those who wish to provide public comment during the meeting may submit their comments and contact information to nadia.seery@palmspringsca.gov. Transmittal before 1:00 P.M. on the day of the meeting is required to be added to the public comment queue. At the appropriate time, a staff member will invite you to provide your public testimony to the Commission.

- 1. CALL TO ORDER**
- 2. POSTING OF AGENDA**
- 3. ROLL CALL**
- 4. ACCEPTANCE OF AGENDA**
- 5. PUBLIC COMMENTS**
- 6. APPROVAL OF SUMMARY:** Meeting of 06-17-21
- 7. INTRODUCTION / PRESENTATION**
- 8. DISCUSSION ITEMS:**
 - 8.A.** Aviatrix Communications - Marketing and Communications Plan
 - 8.B.** Media Plan
- 9. ADJOURNMENT**

AFFIDAVIT OF POSTING

I, Ulises Aguirre, Airport Executive Director, City of Palm Springs, California, hereby certify this agenda was posted on or before October 7, 2021, in accordance with established policies and procedures.

It is the intention of the City of Palm Springs to comply with the American with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the Department of Aviation will attempt to accommodate you in every reasonable manner. Please contact 318-3800 at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at the time if you will need accommodations to attend or participate in meetings on a regular basis.